

## PROGRAM FORMAT

Fundraising Academy Cause Selling Education provides education and training to fundraisers throughout the U.S. and beyond. By attending this **cohort-style workshop series**, you will learn how to deepen relationships with donors through a Cause Selling approach and ultimately increase revenue for your causes. **Connect and collaborate with your peers** to discover effective lead qualification strategies; redefine donor objections; foster meaningful donor loyalty; explore presentation styles; identify how you can supercharge your fundraising board, and more!

## PROGRAM BENEFITS

**Pursue your CFRE certification!** Full participation in this workshop series is applicable for **6 points** in Category 1.B – Education of the CFRE International application for initial certification and/or recertification.

## GO FURTHER WITH FUNDRAISING ACADEMY

### Expand your Cause Selling knowledge.

[\*\*Purchase our Textbook \(offered in eBook & Print formats\)\*\*](#)

*Cause Selling: A Guide to Relationship-Driven Fundraising (Dr. David Lill & Jennifer Lill-Brown)*

Register for our **no-cost Online Learning Portal** at [online.fundraising-academy.org](https://online.fundraising-academy.org)

- Access all our live webinars and a full library of on-demand videos, you can sign up at no cost to you!
- Accelerate your skills and access no-cost webinars designed to meet the professional needs of fundraisers.
- Earn CFRE Education Credits and support your fundraising efforts through our on-demand videos and programs.

### Enhance your professional development.

Continue your educational journey by joining Fundraising Academy at **CULTIVATE Conference on June 1, 2023**. Fundraisers and nonprofit leaders will reconnect in person, cultivate new knowledge, learn from each other, and bring new strategies back to their organizations to enhance their ability to reach and surpass their goals.



**Cultivate Knowledge:** Embrace your identity as a lifelong learner. Engage in the conference's educational programming to kick-start or continue your learning and deepen your expertise.

**Cultivate Relationships:** Build and strengthen connections in our full-day gathering and use all that you've gained from this conference to continue to build relationships with your colleagues, donors, stakeholders, and community.

**Cultivate Impact:** This is the ultimate outcome: leveraging the new skills, connections, and inspiration you curate from the conference, enhance your organization's impact.

**Mark your calendars for June 1, 2023!**